



PROFESSIONAL PORTFOLIO

Sample Work


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Michigan is Experiencing a Major Economic Boom

With **64,800** new jobs added this year alone

We're proud to say we've placed over ## Michiganiites into jobs that have helped to sustain their families and boost our thriving economy.

And that's not all...



WE'RE CONNECTED

We're connected to 18,000 employers within our 5-county service area...

[READ MORE](#)



SERVICE CENTERS

One-Stop Service Centers operate in ## easy-access locations...

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LOCAL SUPPORT

Locals receive full-service support, including free workshops...

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MICHIGAN FOCUS

We're with you every step of the way, unlike nationwide agencies and for-profit job

[READ MORE](#)



At Michigan Works Southeast (MWSE), we're proud of what we do and the amazing people we serve. We know that a resume is only a small part of your story, and we're here to make sure that your story gets the attention it deserves.

For more information, visit our [homepage](#) or find your [local Service Center](#) to meet us in person.

“The state that's leading the way up the mountain rather than down into the valley”

John Mozena, Mackinac Center for Public Policy in Midland, MI (Egges)





Stay updated by following us on Facebook or connecting on Twitter so you can get the latest info on local events, job postings, and more!





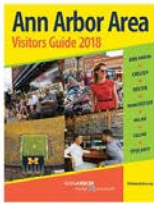



Email Campaign– Michigan Works

Get the lowdown on all the Ann Arbor area highlights with our **Visitor's Guide**.

What's so special about the Ann Arbor area?
The people. The places. The things to do.
It's all here in our Visitors Guide:



Ann Arbor Area
Visitors Guide 2018





DOWNLOAD FREE GUIDE

- Shopping** - From one-of-a-kind boutiques to local farmers' markets
- Restaurants** - We're known for our world cuisine, craft beers & local spirits
- Arts & Culture** - World-class performances, family-friendly festivals & more
- Recreation** - Sports for participants & spectators, recreation, & 200+ parks
- Transportation** - How to get here, and how to get around once you're here
- Accommodations** - Where to stay for recreation or relaxation
- Attractions** - University of Michigan, museums, night life ... and our fairy doors!

What's so special about the Ann Arbor area?
Read all about it, and plan a trip Today!

ANN ARBOR
DOING LIFE DIFFERENT

© 2017 ANN ARBOR AREA CONVENTION AND VISITORS BUREAU
 315 West Huron Street, Suite 340, Ann Arbor, MI 48104
 Phone: 734-995-7281 / Fax: 734-995-7283
 Toll free: 800-888-9437 / Email: info@annarbor.org

Email Campaign– Ann Arbor Visitors Bureau



MICHIGAN
has been
upgraded

New **SOS** online &
self-service options!

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**MORE
FOR
MICHIGAN**



New **SOS** online & self-service options
that are convenient and easy to use!

[LEARN MORE](#)



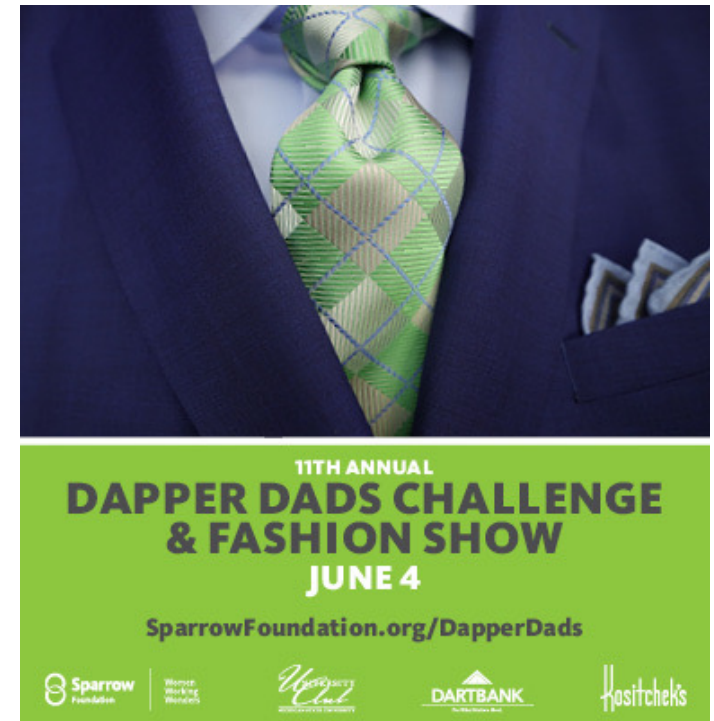
Simplifying Service

New Michigan **SOS** online
& self-service options!

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State of Michigan Web Banner Campaign



Foundation Campaign – Sparrow

Virtual Health Branding
Sparrow

MySparrow Video Visit

Schedule Your Video Visit Now!

Sparrow.org/VideoVisit



Laura Kline Sparrow Nurse Practitioner

MySparrow Virtual Care

Schedule Your Video Visit Now!

Sparrow.org/VideoVisit



MySparrow Video Visit

Schedule Your Video Visit Now!

Sparrow.org/VideoVisit



TODAY'S DATA. **TOMORROW'S DECISIONS.**

Build Your New Career with an online Master's Degree in Business Analytics.

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 **WAKE FOREST UNIVERSITY**
SCHOOL of BUSINESS

TODAY'S DATA. **TOMORROW'S DECISIONS.**

Craft your competitive edge with an online Master's Degree in Business Analytics.

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TODAY'S DATA. **TOMORROW'S DECISIONS.**

Take Data From Insight to Impact.
To find out more about the Wake Forest University School of Business online **Master of Science in Business Analytics** program, fill out the form below.

First Name*

Last Name*

Email*

Phone*

Company Name

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* Required fields

Craft Your Competitive Edge With an Online Master's Degree in Business Analytics.

Wake Forest University School of Business offers an online Master of Science in Business Analytics designed to help working professionals, like you, become invaluable problem solvers and reach the next level in your career.

- **FOCUS** on experiential learning projects using real-world data from our corporate partners.
- **DIFFERENTIATE** yourself by building stronger communication, team work and leadership skills.
- **DEVELOP** an understanding of the responsible and ethical use of data for making better decisions.
- **LEARN** the full spectrum of analytics methodologies through innovative courses such as Business Metrics and Analytics in the Boardroom.


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
Craft your competitive edge with an online Master's Degree in Business Analytics.

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 **Wake Forest University School of Business**
17th

Join the High-Demand Field of Business Analytics.
Today's Data. Tomorrow's Decisions.

TODAY'S DATA. **TOMORROW'S DECISIONS.**

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Higher Education Marketing Units – Wake Forest

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With an online Master's Degree in Business Analytics.

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Phone*

Company Name

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From Insight to Impact.

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Higher Education Marketing Units – Wake Forest

ANNODYNE

ENROLLMENT MARKETING AGENCY



FILL YOUR FUNNEL & INCREASE ENROLLMENT

For colleges and universities, modern marketing must do more than merely raise awareness — it must help grow enrollment. At Annodyne, we deliver an integrated solution that grabs attention and transforms visitors into leads. And not just leads, but qualified leads... prospective students that will matriculate.

OUR SOLUTIONS

Founded in 2001, Annodyne is the undisputed leader in EMBA enrollment marketing. The following solutions have been purpose-built specifically for EMBA programs and are proven to deliver measurable results:

CONVERSION OPTIMIZATION MANAGEMENT™ (COM)

Our industry-leading, proprietary COM service takes a strategy-oriented approach to achieve campaign goals through ongoing optimization of digital marketing channels. Providing results like no other.

NEW HYPERMESSAGING™ SOLUTION

Our new Hypermessaging solution is comprised of audience research, segmentation, and persona development. We identify primary student audiences for which we create tailored messaging and landing page experiences. This enables unparalleled, addressable marketing messages to be delivered to a captive, relevant and qualified audience.

NEW MAXRESULTS™ SOLUTION

Our new MaxResults service provides a closed-loop marketing service for our clients by providing a dedicated marketing strategist to work with our clients beyond generating leads. Our strategists become partners to the program directors providing lead evaluations, win/loss analysis and additional tie-ins with pull-through to enrollment.

ANNODYNE.COM

ANNODYNE

ENROLLMENT MARKETING AGENCY

AREAS OF EXPERTISE

- Unparalleled lead generation
- Strategic digital campaign solutions
- Customized email marketing campaign management
- Web and microsite design and development
- Strategy and business intelligence
- Brand development and messaging

BE PART OF THE
+500%
ROI CLUB

EXPERIENCE

Annodyne has a national clientele. We keenly understand unique audience segments and use both industry and proprietary tools to measure the success of our efforts.

- 50+ colleges and universities nationwide
- 16+ years of measured results

Our focus in the higher education vertical gives us a particular expertise within graduate business schools, including:

- MBA (all formats)
- Executive MBA
- Online Programs
- Executive Education (OE and custom)

CLIENT SUCCESS

Academia relies on Annodyne to achieve enrollment growth.



CONTACT Annodyne to discuss your enrollment goals today, 215-540-9110 or solutions@annodyne.com

Higher Ed Publication – Annodyne



Northern Michigan Now Has High-Speed Options

emPOWERING
Northern Michigan



WHY COMLINK? | 888-976-7756
EmpoweringNorthernMichigan.com



MICHIGAN-BASED

We're a Michigan-based company with headquarters in East Lansing and offices in Detroit and Grand Rapids. We have a 100-year heritage here in Michigan, and we employ more than 120 residents across the state. We're proud to call the Mitten our home.



QUALITY OF SERVICE

With our guaranteed assigned bandwidth, dedicated Internet connectivity and 99.999% uptime, you'll experience the kind of quality your business demands. And our 24/7/365 Network Management Center allows you to focus on your business—while we take care of your technology needs.



SCALABLE SOLUTIONS

Let's work together to build a cloud, network and voice package that's specifically tailored to your business needs. Our wide range of out-of-the-box products allow you to quickly get up to speed and affordably scale your system as your business grows.

[Learn More](#)

(888) 976-7756

info@EmpoweringNorthMichigan.com



emPOWERING
Northern Michigan

Through Cloud, Voice, and Network



WHY COMLINK? | 888-976-7756
EmpoweringNorthernMichigan.com



CLOUD

Do you have ultra-sensitive data your business can't afford to put at risk? COMLINK cloud technology will keep your information safe and secure. And by turning to the COMLINK cloud for hosting, you can be sure you're making a business decision that will dramatically impact your bottom line.



VOICE

COMLINK offers video and voice services that are reliable, scalable and secure. Our hosted VoIP service puts everything in the cloud, resulting in less for your IT team to manage and a guarantee that you won't have to worry about future upgrades.



NETWORK

Our secure private fiber network and multiple geographically diverse, strategically located datacenters mean you can trust COMLINK to provide the kind of speed that fuels business growth—and the security that gives peace of mind.

[Learn More](#)

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emPOWERING
Northern Michigan
Through Cloud Services



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SAVINGS

Today, the ability to predict operating costs and adapt to changing technology needs is essential. With COMLINK cloud technology, we'll help your company save both time and money.



SECURITY

Do you have ultra-sensitive data your businesses can't afford to put at risk? We offer the technology to keep your information safe and secure—even in cases of emergency and inclement weather.



SPEED

We offer out-of-the-box cloud desktop solutions that are ready to go when—and wherever—you are. Information is now at your fingertips, around the corner—and around the globe.

[Learn More](#)

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info@EmpoweringNorthMichigan.com



Comlink Brand
Direct Mail Front & Back





CLOUD



NETWORK



VOICE

emPOWERING
Northern Michigan

How Can We Empower You?

I'm interested in ...



1-855-XXX-XXXX

placemail@email.com

Partner Login



Comlink Community Lead page Web Site Design



82% of patients using EMRs believe
they receive better quality of care.

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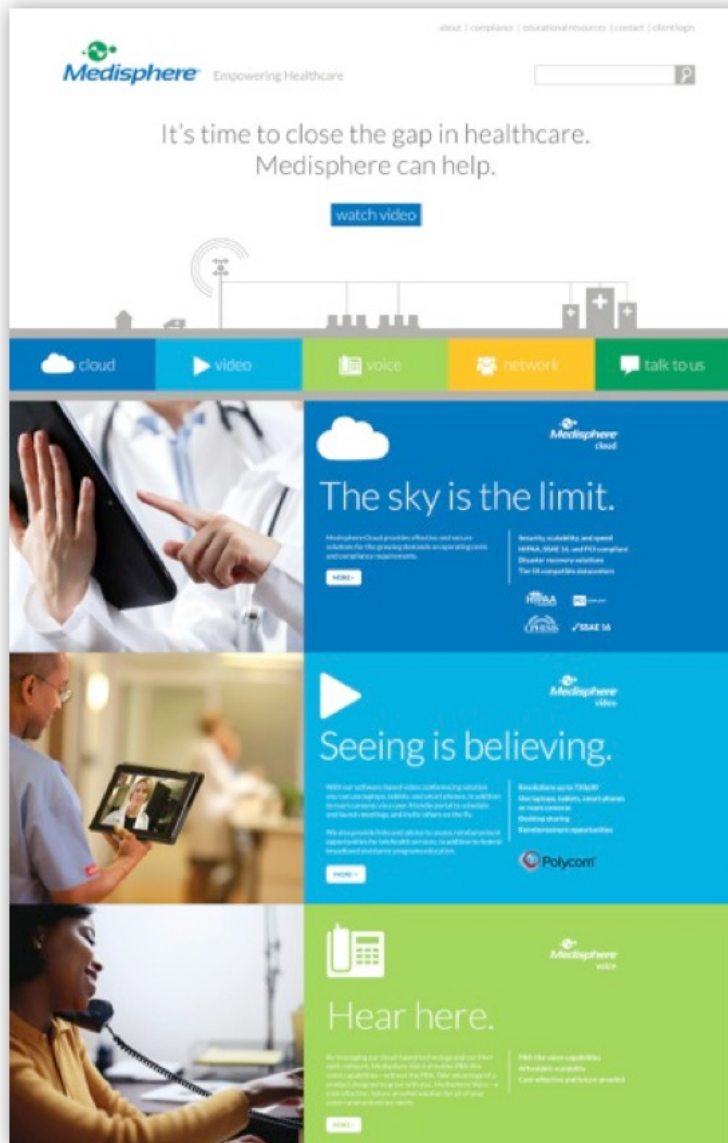
Hope Network Catches the Medisphere Video Vision

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Micro Site Design/Copy – Medisphere

coil heater solutions

Flexible
precise
durable
immediate



cartridge heater solutions

Proven
durable
responsive
precise



tubular heating solutions

User formable
hotflex
durable
immediate



cast in brass solutions

Durable
responsive
precise
delivery

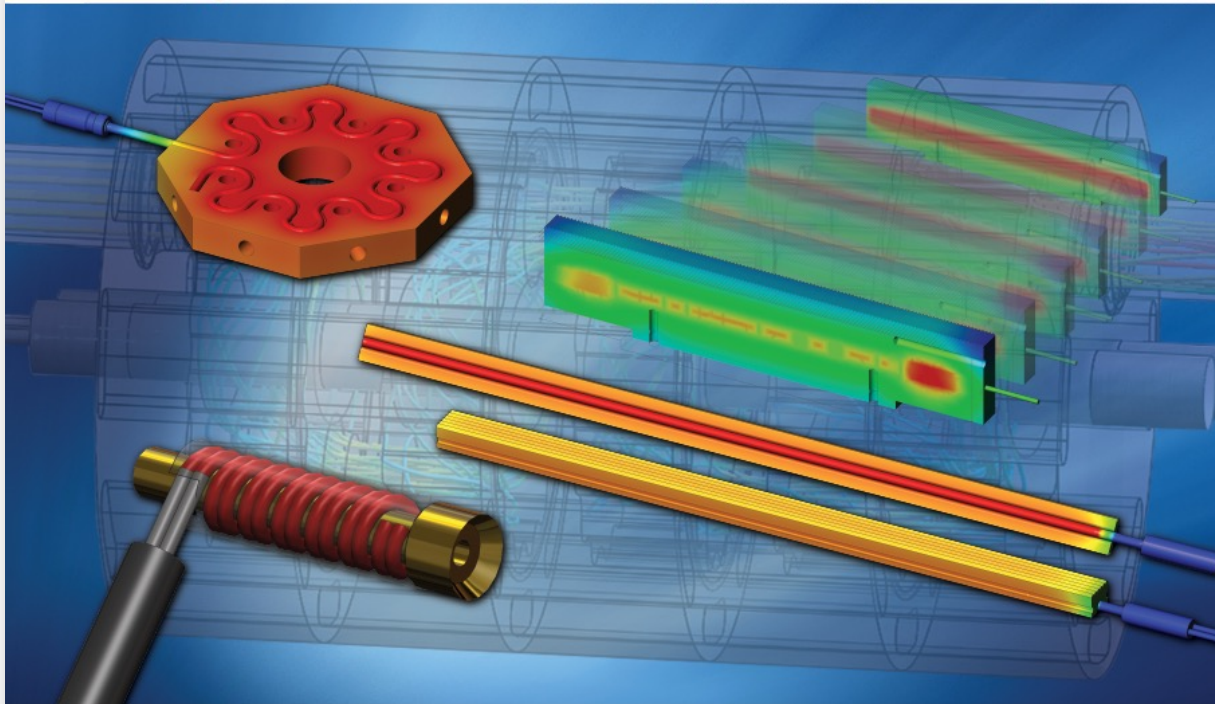


high cavitation solutions

Secure
hotlock
durable
value



engineering services



www.nexthermal.com

nexthermal

Nexthermal Brand Trade Show Panel Insert



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Paint Party Fundraiser!

for
FEEDING AMERICA
West Michigan

Wednesday, Oct. 4th
@ Creston Brewery, 7PM - 9PM

[GET TICKETS](#)

Event Painting | Autumn Glory

Create

Create a painting at our events that combine FUN, FOOD & DRINKS!

[READ MORE](#)

Connect

Connect with friends and others for a night of LAUGHS & MEMORIES!

[READ MORE](#)

Contribute

Ten dollars from each ticket goes to FEEDING AMERICA West Michigan!

[READ MORE](#)

+

+

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Social Media/Email Advertising/Copy – Brushes with Benefits



Art with Heart

Why **YOU** Should **Partner** With **US**



What **WE DO?**

Provide a simple, effective fundraising tool for charities and individuals that requires little to no time or resources from the partnering organization. Fundraising is produced via social painting events at local venues with local artists.



What **WE'VE DONE?**

\$255

Raised for
Calhoun County
Animal Shelter



\$700

Raised for Special
Olympics of West
Michigan



\$180

Raised for Feed
America West
Michigan



How we can do it for **YOU?**

- ✓ Partner with us to organize an event. It's easy... we promise!
- ✓ Collaborate with us to help you reach your audience: the more attendees, the more funds raised!
- ✓ We do all the work of setting up, running and cleaning up after event!

Partner with **Us** and **Create A Difference** @ www.brusheswithbenefits.com
info@brusheswithbenefits.com | 877.271.2552

Kellogg's

PIM OLOGY 101

Product Information Management

Origin of PIM

PIM Developed in Response to Customer Request, US & Smart Label Reform and Industry Changes

EU-1169

EU1169 is Europe's Food Information Regulation Requiring Consistent Product Info for Customers

+225

Websites Are Fed Product Data Globally Through PIM



Role of PIM

PIM Manages KEL/KNA Nutrition Label Info and is Consumers Affairs Call Center Knowledge Base



GDSN

PIM Uses GDSN (Global Synchronization Network) to Distribute Reliable and Consistent Product Data

PIM Keeping our Box on Stage!



\$10M

Secured Daily through Product Data to Top 2 North American Customers

Value of PIM

PIM Aligns with our 2020 Growth Plan and Helps to Avoid Compliance Based Sales Loss

\$6B

In Box Sales Supported by Customer Data Publishing



PIM provides Product Information for the Consumers Affairs Call Center Knowledge Base



PIM Streamlines Processes Daily to Improve Efficiency & Consistency Between all Consumer Sales Channels

Future of PIM

PIM will be Single Source for All Consumer Facing Product Info in the Near Future



PIM Will Eventually Eliminate Need for Tedious and Repetitive Manual Data Entry...Saving Valuable Time & Cost



Corporate Identity



Corporate Identity



THE END Thank You!
